

MADURAI MINI

TECHCAMP

Madurai Mini-TechCamp

September 10, 2014 9:30am – 12:00pm
Mannar Thirumalai Naicker College, Pasumalai



Workshop to help Madurai nonprofit organizations use digital technology & social media to better promote, fundraise, and accomplish their missions.

Email attached application
by August 25, 2014 to
chennaisocialmedia@state.gov
(email us with your questions!)



Visit US: chennai.usconsulate.gov
Talk to US: [facebook.com/chennai.usconsulate](https://www.facebook.com/chennai.usconsulate)
Follow US: twitter.com/usandchennai



Experience America

Madurai

September 9 & 10, 2014



All are Welcome



Experience America

Madurai

September 9 & 10, 2014



All are Welcome



Madurai's Mini-TechCamp

Anne Daugherty
Social Media Manager
U.S. Consulate General, Chennai



Siddharth

Creative Commons NSiddu

Mini TechCamp Agenda

- Icon Icebreaker! (*with prizes*)
- Introduction to TechCamps
- Social Media Landscape basics
- --BREAK--
- NGOs & Social Media/Digital Tools
- NGOs/Students Madurai Challenges
 - Group Brainstorming Breakout
 - Report out
- Final Questions & Answers



What's a TechCamp?



- Bring the technology community around the world to help NGOs by helping them with resources, access to low and no-cost technology and online platforms to assist them in building their digital capacity
- Bring technologists & NGOs together in a city to brainstorm specific challenges they're facing in their communities or missions
- Work together to develop real time solutions to address these challenges



Working hard & Having fun!



Internet in India

JUL
2014

INDIA OVERVIEW



1,255,777,000

TOTAL POPULATION



31%

URBAN

69%

RURAL

243,199,000

INTERNET USERS



19%

INTERNET PENETRATION

106,000,000

ACTIVE SOCIAL MEDIA USERS



8%

SOCIAL MEDIA PENETRATION

886,300,000

ACTIVE MOBILE SUBSCRIPTIONS



70%

MOBILE SUBSCRIPTION PENETRATION

92,000,000

ACTIVE MOBILE SOCIAL USERS



7%

MOBILE SOCIAL PENETRATION

we
are
social

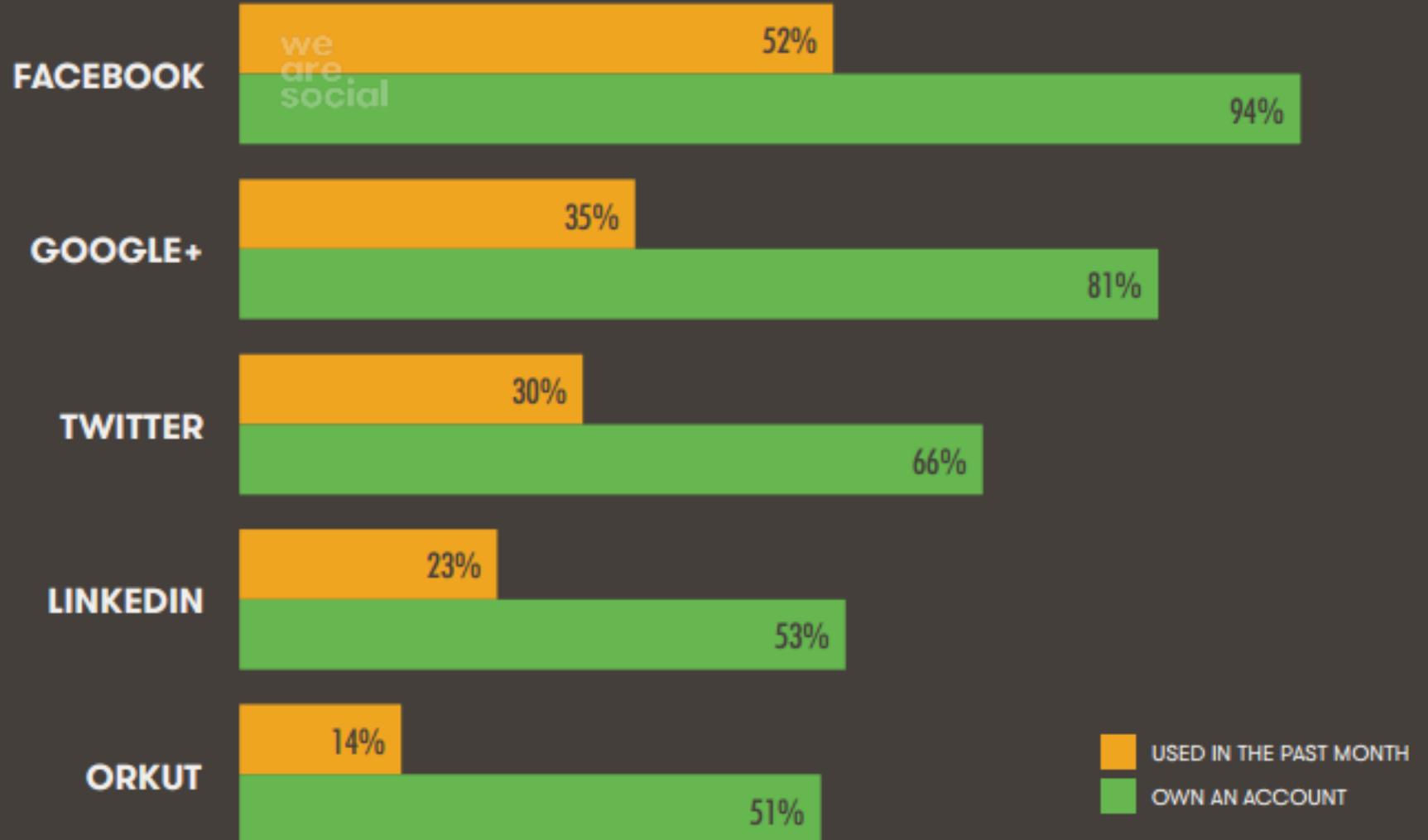
- First trends of declining print media numbers
- Increase in mobile phone internet use

Social Media in India

JUL
2014

TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX

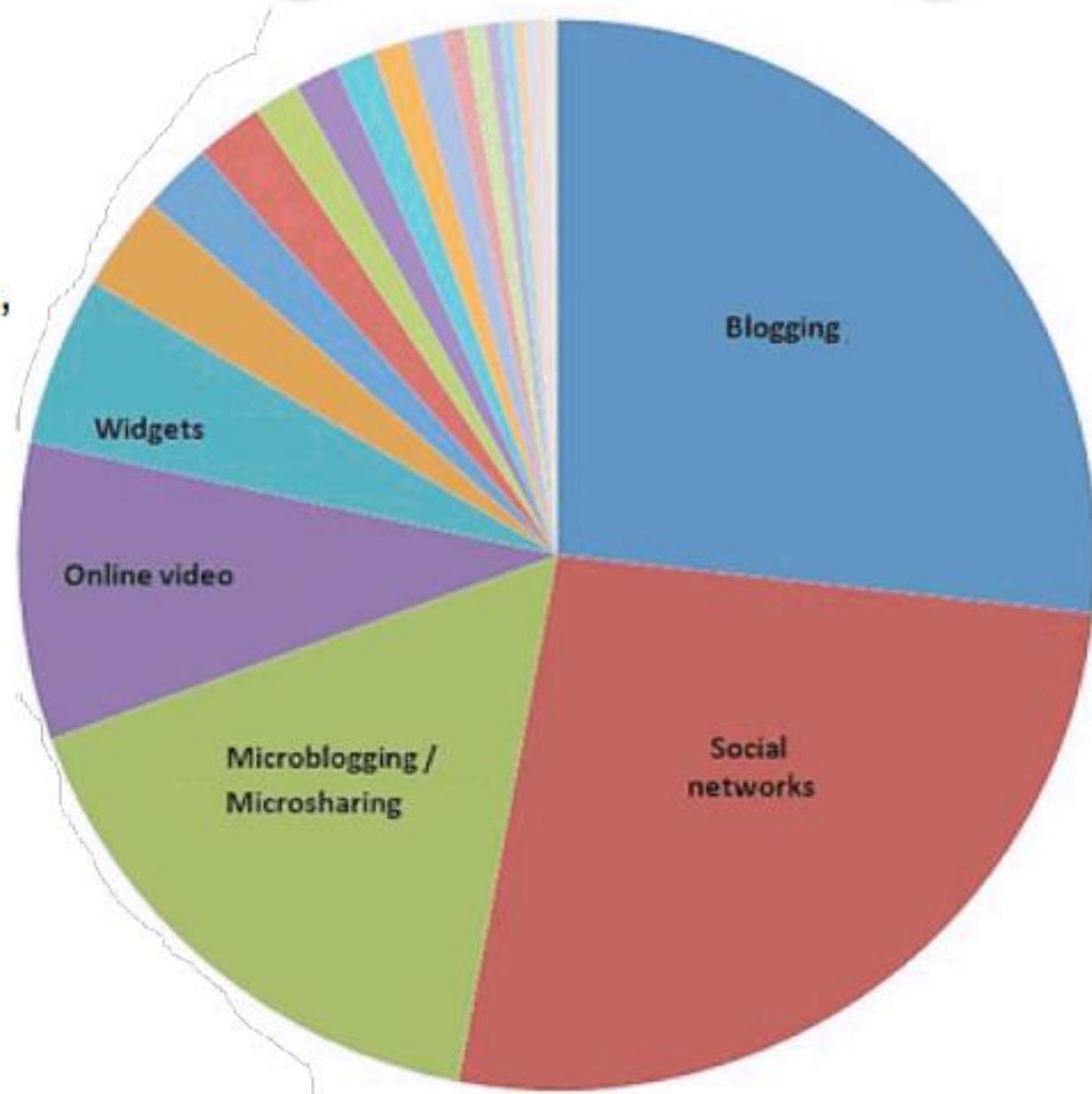


Social media a game-changer

It's *ALL* Social Media

- Media landscape has changed
- Communication Culture changed
- Public has the Power now
- Competition for eyeballs

- Blogs
- Social networks
- Microblogs (Twitter)
- Online video (YouTube, Vimeo, Dailymotion)
- Widgets
- Photo sharing (Flickr, Photobucket, etc.)
- Podcasts
- Virtual worlds
- Wikis
- Social bookmarking
- Forums
- Presentation sharing



Getting Started...



- SM is about stages....crawl, walk, run & fly!
- Need Strategic plan before you start
 - Tie your goals/objectives to your social media plan
 - What is your mission/organization's goals?
 - Once you get the WHAT, then you turn to the HOW (which SM platforms)
- Don't be tempted by all your SM choices
- Stick to ones you only need & can commit to



Captivating & Dynamic Accounts

POWERED BY

OLYMPIC QUEST

HEARTY CONGRATULATIONS TO THE OLYMPIC MEDAL WINNERS!!!
OGGQ HOPES TO POWER MANY MORE OLYMPIC SUCCESS STORIES!

Olympic Gold Quest
93,889 likes · 3,292 talking about this

✓ Liked Message

Non-Profit Organization
Olympic Gold Quest: Powered Mary, Vijay, Saina and Gagan to win a medal at London 2012. Supporting athletes for glory at 2016-2020 Olympics

About Photos Team OGGQ Contribute Now Team Of Champions

The Good, the Bad & the Blah...

U. S. Consulate General Chennai
Posted by Anne Daugherty (?) · 6 hours ago

700 #LadyDoakCollege students marched by candlelight through the streets of Madurai last night to highlight Gender-Based Violence (GBV). Our Consulate Officers were impressed with their commitment to #GBV & desire to see real change. You inspire us, students! (4 photos)



Like · Comment · Share 2 Shares

127 people like this. Top Comments ·

Write a comment...

Uma Gengalah great ... my college
Unlike · Reply · 1 · about an hour ago

U. S. Consulate General Chennai
Posted by Wm Chennai (?) · August 30 · Edited (?)

Everyone in Florida knows how to have fun in the sun! We want you to CAPTION this photo for us -- prize for the best one. Good luck!



Like · Comment · Share 16 Shares

268 people like this. Top Comments ·

Write a comment...

Joyce E McClintock | guana jump in!
Unlike · Reply · 2 · August 30 at 9:00pm

Johnny L. Sanga ice bucket challenge is too mainstream 😏
Like · Reply · 2 · August 31 at 11:34pm

Mohammed Mustaqeem time to grab some water power, to beat the heat.... 😏
Unlike · Reply · 1 · August 31 at 5:43pm

Deepak Ramachandran Save earth or only footprints will remain
Unlike · Reply · 1 · August 31 at 3:35pm

Marita Miranda Colours are for Keepers! ...watch me BLEND IN! 😏
Unlike · Reply · 1 · August 31 at 12:09pm

Don't Tell it, Show it



AP Photo

U.S. Consulate General Chennai
Posted by Wm Chennai (?)
August 14 4h

The U.S. Consulate General, Chennai, and the American Library will be closed Friday Aug 15 for India's Independence day & Saturday Aug 16, 2014.

Tag Photo Add Location Edit

Like · Comment · Share

Preethi Nelson, Kinkyhawk Hawk, Gunjan Singh and 464 others like this.

24 shares

Swatantr Singh Jay hind
Unlike · Reply · August 14 at 8:14pm

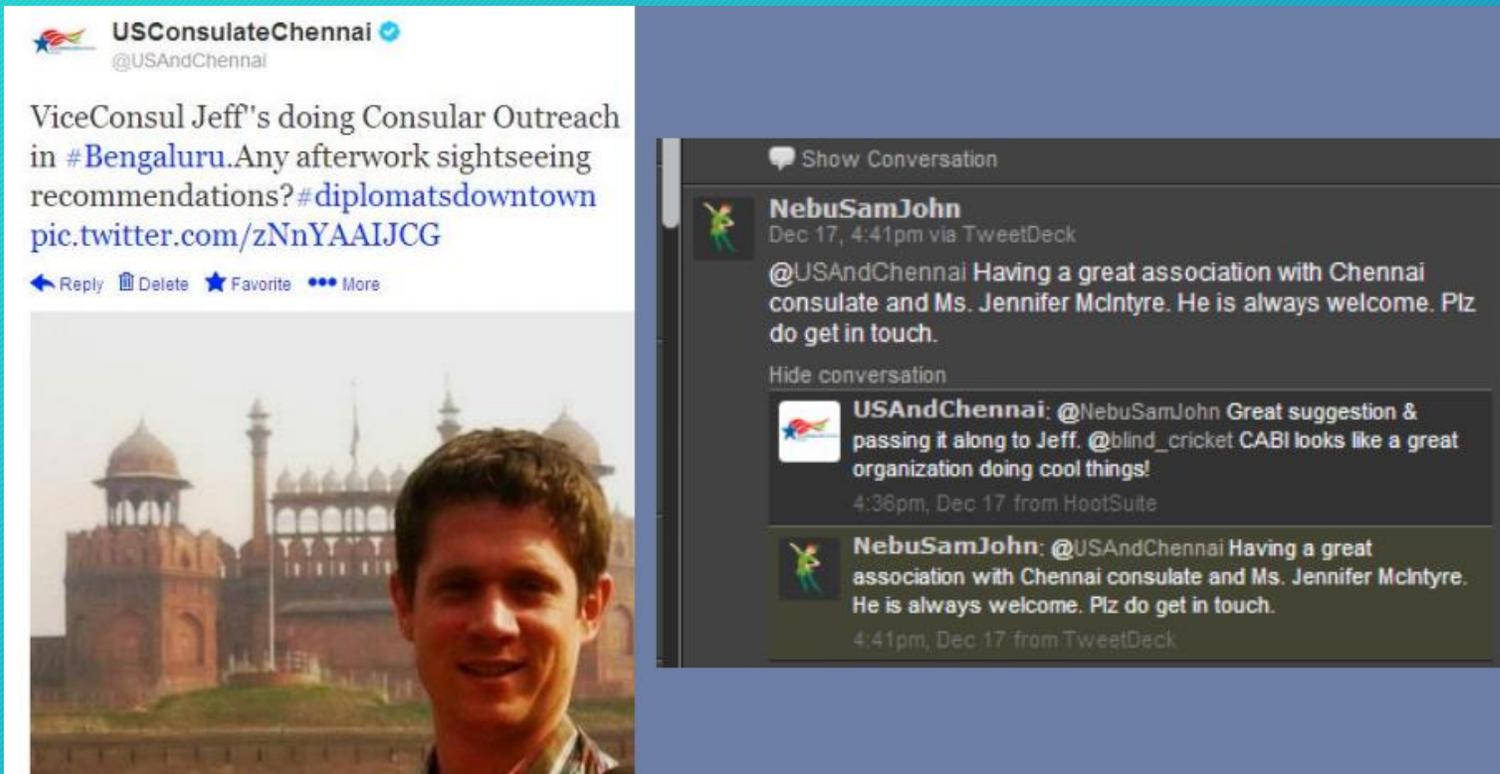
Samoura Adama jalme
See Translation
Like · Reply · Yesterday at 7:30pm

Chithra Bhagath JAI HIND...WITH. PRIDE AND REVERENCE..
Like · Reply · August 15 at 6:24am

Sreedhar Janjirala My dear child,don't stop your couraige.continue it and little Mahatma Gandhi was

Write a comment...

SM=About Conversation



The image shows a screenshot of a tweet and its conversation thread. The tweet is from **USConsulateChennai** (@USAndChennai) and asks for sightseeing recommendations in Bengaluru. The conversation thread shows a reply from **NebuSamJohn** and a response from **USAndChennai**.

USConsulateChennai @USAndChennai
ViceConsul Jeff's doing Consular Outreach in #Bengaluru. Any afterwork sightseeing recommendations? #diplomatsdowntown
pic.twitter.com/zNnYAAIJCG

Reply Delete Favorite More

NebuSamJohn
Dec 17, 4:41pm via TweetDeck
@USAndChennai Having a great association with Chennai consulate and Ms. Jennifer McIntyre. He is always welcome. Plz do get in touch.

Hide conversation

USAndChennai: @NebuSamJohn Great suggestion & passing it along to Jeff. @blind_cricket CABI looks like a great organization doing cool things!
4:36pm, Dec 17 from HootSuite

NebuSamJohn: @USAndChennai Having a great association with Chennai consulate and Ms. Jennifer McIntyre. He is always welcome. Plz do get in touch.
4:41pm, Dec 17 from TweetDeck

- Use handles & hashtags
- Engage with folks
- RT your followers tweets!
- Give credit where it's due
- Write funny tweets

Photos & Captions matter

- Give context - defines & emphasizes your message
- Engages your fans, should be short & striking & reshareable
- Catchy wording, puns, etc. to make folks stop & read - should resonate with them
- Storytelling with photo essays - works in India



If Wyoming gets its way, wolves and their pups would be shot, trapped, gassed, and baited with dogs—no matter how few are left in the state...



Know Your Fans/Followers

- Know your limits
- Photos can be powerful
- Want to communicate message



RISE ABOVE PLASTICS.

FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

SURFRIDER
FOUNDATION

RISE ABOVE PLASTICS

Like Comment

Surfrider Foundation
Rise Above Plastics.
Like Comment Share - 26 January
2,691 people like this.

Album: Wall Photos
Shared with: Public
Download
Report this Photo



WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

SURFRIDER
FOUNDATION

RISE ABOVE PLASTICS

Like Comment

Surfrider Foundation
What goes in the ocean, goes in you! Rise Above Plastics.
Like Comment Share - 21 January
11,919 people like this.

Album: Wall Photos
Shared with: Public
Download
Report this Photo

Some NGOs & Companies “Get It”

The screenshot shows the GoPro website interface. At the top, the GoPro logo is on the left with the tagline "Be a HERO." and four colored squares. To the right are navigation links: PRODUCTS, VIDEOS, PHOTOS, NEWS, and SUPPORT. Further right are icons for a shopping cart and a language selector set to "English".

The main content area features a large video player showing a landscape with a river and rocky cliffs. To the right of the video is a text box with the headline "World's Most Versatile Camera" and the sub-headline "Wear it. Mount it. Love it." Below this, it says "SHOT 100% ON THE HD HERO2 CAMERA" with a link "Click to Learn More >". A quote from "The New York Times" states: "...packs more power than most professional cameras on the market today." Below the quote is a "SUBSCRIBE" button.

At the bottom of the page, there are two promotional banners. The left one is titled "INTRODUCING THE HD HERO2" and "2x More Powerful in Every Way" with a "LEARN MORE" button. The right one is titled "COMING SOON: Wi-Fi BacPac™ + Remote™" with a "Learn More" button and an image of the product.

GoPro Videos

<https://www.youtube.com/watch?v=S2oymHHyV1M>



Do Metrics Matter?

- Measure your progress
- Analytics (free or low-cost) built in to most platforms
- No need to pay for this data
- Worry about the *right* things



METRICS THAT MATTER

The Usual Suspects

- Fans/followers
- Retweets/shares
- Replies/comments
- UGC submissions
- Reach
- Klout Score

Real Indicators

- Intended audience acquired
- Reader -> Customer
- Conversations generated
- Reader -> Participant
- New sources acquired
- Gains made

Basic Resources

- Will email participants link for presentations & resources
- Everything I ever needed to know, I Learned from Google!
- Let's talk NGO-specific needs



Social Media Photo Tips



Photos-Before/During/After

- **Before:** Confirm photo release for minors , elderly & disabled prior to your event/SM coverage
- **During: Action photos—focus on the central people/action**
- **During: Avoid** backs of heads, empty chairs, water bottles and copyright materials
- **Take** SD card to Systems staff for extracting from card & placing photos into shared folder/drive
- **After:** Go through photos deleting poor quality ones, then choose SM content from your best pictures
- **After:** Write photo captions for SM POC —Few sentences that include 5Ws for the photo
- **After:** Insert photo credit—open photo, right click *open with Paint*, click on letter & type along bottom
- **After:** Avoid taking photos from Facebook or internet sites without *express* permission

Social Media Content Tips

Routine Content

- **Coordinate** with SM POC about which platforms for which your content is suited (FB, Twitter, etc.)
- **Write-up:** Post/Tweet and any additional identifying info you think is relevant .
- **Platforms:** Keeping posts short and light/clever are good tips (*know your platform restrictions*)
- **Twitter:** 140 characters maximum (pictures take up about 25 characters & must be less than 5mb)
- **Facebook:** Ideal length for post is 300 characters or less & photos tend to help posts with reach
- **Facebook:** Text-based posts (no photos) have wider reach, but often don't get great engagement

Image & Photo Sources:

- **U.S. Government** photos are in the public domain & may be used with credit iipdigital.usembassy.gov
- **US Consulate** Flickr site: [flickr.com/photos/usconsulatechennai](https://www.flickr.com/photos/usconsulatechennai) (feel free to use/credit our photos!)
- **Wikimedia Commons:** commons.wikimedia.org/wiki/Main_Page (follow photo permission/credits)
- **Flickr:** [flickr.com/creativecommons](https://www.flickr.com/creativecommons) (follow photo permission/credit)

Live Content

- **Organize** logistics ahead of time—with NGO, visiting team, etc. to know when/what/how to cover
- **Identify** ahead of time how you will transmit content—or if you will post content live/on-site
- **Use** whatever tools you have available -Ipad, Iphone, camera, laptop, pen/paper, etc.
- **Include** basic facts and any *unique first person* information (great event, 150 students, etc.)

Post-Event Content

- **Try** to write content and forward to SM POC as soon as possible —SM is about the *here & now*
- **Organize** photos and follow above instructions for timely handling

Ready for a Break?

